

CURRICULUM VITAE

Laura Mørch Andersen, Associate Professor

Profile	<p>Laura Mørch Andersen, born February 28 1974.</p> <p>The purpose of Laura Mørch Andersen's research is to reveal which type of motives drives actual behaviour among consumers. Examples are consumer willingness to change the timing of their actual power consumption, or the real willingness to pay for characteristics of goods.</p> <p>Laura both teaches and uses econometric methods in her research, and has a solid experience in obtaining and handling both revealed (actual behaviour) and stated data (e.g. from questionnaires) .</p>			
Education	<p>2008</p> <p>2002</p>	<p>PhD (economics), University of Copenhagen,</p> <p>2002 MSc (economics, cand.scient.oecon, (Mathematical-Economist, 'mat-øk' in Danish)), University of Copenhagen</p>		
Employment	Period	<p>2015 – Associate Professor, Department of Food and Resource Economics , (IFRO), University of Copenhagen</p> <p>2009 – 2015 Assistant Professor, Department of Food and Resource Economics , (IFRO), University of Copenhagen</p> <p>2008 – 2009 Research Fellow at Danish Institute of Governmental Research (AKF)</p> <p>2004 – 2008 Part time employed as PhD Student at Danish Institute of Governmental Research (AKF)</p> <p>2002 – 2004 Research Fellow at Danish Institute of Governmental Research (AKF)</p>		
Professional activities	2013 –	Referee for Journal of Agricultural Economics, Empirical Economics, British Food Journal and Food Economics		
Teaching activities the last 5 years	Period	Course name	BSc/MSc/PhD, ECTS	Responsible (Y/N)
	2016, 2015, 2013, 2012	Applied Econometrics	MSc, 7.5 ECTS	Y
	2016, 2015	Econometrics 1	BSc, 7.5 ECTS	Y
	2013, 2016, 2017	Guest lecture in 'Motivation and Pro-Environmental Behaviour - Managing Change'	MSc	N
	2012, 2013	Guest lecture in 'Indledende økonomi'	BSc	N
	2013 –	Co-Supervision of 6 MSc and 3 ph.d	MSc, 30 ETCS	N

PUBLICATIONS AND GRANTS

Selected publications (maximum of 10 publications)

Adoption of voluntary water-pollution reduction technologies and water quality perception among Danish farmers

Gachango, F. G., Andersen, L. M. & Pedersen, S. M. 2015 In : *Agricultural Water Management*. 158, p. 235–244 10 p.

Adoption of milk cooling technology among smallholder dairy farmers in Kenya

Gachango, F. G., Andersen, L. M. & Pedersen, S. M. 2014 In : *Tropical Animal Health and Production*. 46, 1, p. 179-184 6 p.

Can increased organic consumption mitigate climate changes?

Heerwagen, L. R., Andersen, L. M., Christensen, T. & Sandøe, P. 2014 In : *British Food Journal*. 116, 8, p. 1314-1329 16 p.

Digging deeper: How do different types of organic consumers influence the increasing organic market share?

Andersen, L. M. & Lund, T. B. 2014 In : *British Food Journal*. 116, 1, p. 16-29 14 p.

Obtaining reliable likelihood ratio tests from simulated likelihood functions

Andersen, L. M. 2014 In : *PLoS ONE*. 9, 10, 12 p., e106136

Improving eco-labelling as an environmental policy instrument: knowledge, trust and organic consumption

Daugbjerg, C., Smed, S., Andersen, L. M. & Schwartzman, Y. 2014 In : *Journal of Environmental Policy and Planning*. 16, 4, p. 559–575 17 p.

A matter of trust: how trust influence organic consumption

Smed, S., Andersen, L. M., Kærgård, N. & Daugbjerg, C. 2013 In : *Journal of Agricultural Science*. 5, 7, p. 91-106 16

The emergence of diverse organic consumers: does a mature market undermine the search for alternative products?

Lund, T. B., Andersen, L. M. & Jensen, K. O. D. 2013 In : *Sociologia Ruralis*. 53, 4, p. 454–478 25 p.

What is it consumers really want, and how can their preferences be influenced?: the case of fat in milk

Andersen, L. M. & Smed, S. 2013 In : *Empirical Economics*. 45, 1, p. 323-347 25 p.

Animal welfare and eggs - cheap talk or money on the counter?

Andersen, L. M. 2011 In : *Journal of Agricultural Economics*. 62, 3, p. 565-584 20 p.

Quantitative performance indices in Scopus

H-index: 3

Scientific peer-reviewed papers: 10